

Engage: The Trainer's Guide to Learning Styles

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ST: What is the book about?

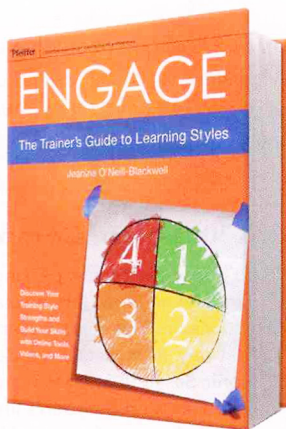
TM: "It is an interactive book for trainers/educators, salon owners or anyone who has to do presentations, really. It shows you how to communicate your information so all types of learners understand and comprehend."

ST: What did you like about the book?

TM: "I love the visual layout and the fact that I can use it as a reference tool. The book is very interactive, directing the reader to links that can be downloaded with your iPad, iPhone or computer. In addition, the downloads offer a quiz to see what type of training style you have, and how to work with your strengths and weaknesses. It also has an interactive message board for readers to utilize. As a #3 learner and trainer, I learned I need to communicate in multiple ways so my entire team can better interpret my intended message."

ST: What was the key takeaway message from the book?

TM: "I need to be more compassionate and patient to other people's learning styles. I need to look at what I am communicating with my intended outcome, and make sure I have encompassed all learning styles."



ST: What was one idea from the book that you can/will implement into your business or personal life?

TM: "Anytime I have to present a topic to a group, I will deliver it with the book's 4mat and Engage method."

ST: Why would you recommend this book to co-workers/employees/peers?

TM: "I plan on purchasing it for our salon and spa coaches. Also, I believe most owners should use this book when executing staff meetings. How many times, have we as owners said, 'We've already communicated this information at a meeting.' And the staff says, 'I don't ever remember you saying that.' Well, if you say it four different ways, they might hear it, understand it, and comprehend it." 